

Christchurch 7.08.08



LIGHT
WORKX
PHOTOGRAPHY

Hi Hugo,

Thought you might like to know that "Absolutely Awesome" has fast become the most concise and accurate reply I give when people ask us how we find working with Absolute Proof in our digital workflow.

As you know we're photographers first and foremost, we're not a huge studio, and don't have massive budgets to outsource work or spend on technology. In fact nor do we have the talent in Christchurch that warrants out sourcing of work.

We've always hardware calibrated our monitors in an effort to ensure what we see is a reasonably close and accurate representation of what our clients products look like. However we always seemed to be let down by the lack of colour management with our suppliers on the physical printing side. Sure we can often get 'pleasing colour' but seldom do we accurate colour, let along consistently!

Our prints are used for a variety of reasons from supplying direct to clients, to cmyk match print proofing. In fact we now also use them in our own portfolios, for display prints as well as private 'Art' based personal work etc etc.

We used to spend hours and hours fine tuning contrast and colours to match image/product colour on screen. When we did finally go to print, we would waste lots of paper and ink, not to mention a lot of time in order to get a decent end result. So much so in fact that I seriously questioned the viability of having a large format printer in house.

Since you guys installed Absolute Proof and built profiles for our paper stocks, we have a radical new view on printing our work in house. We love it! We get what we see, simple as that. No more, no less. We simply get on paper exactly what we see on our monitors (even our old crt's still hold up as well as the Apple displays).

I can't begin to describe how great this feels! Not only is the frustration of printing gone, but we cut down on time and material wastage also. Best of all is the fact our colour is not only amazingly accurate, but also repeatable and consistent time and time again.

Your service has been 2nd to none. I think we've only really needed help once when our print heads clogged due to lack of use of the printer over summer (not even software related) and your guys came out and fixed that quicker than I could make them coffee!!

All in all the experience of working with you guys to eradicate even our longest standing colour issues has been much better than you initially promised. And even though I started out apprehensively, we certainly ended up very very happy. More so than we were able to imagine at the time of making our decision to install your product in fact!

BTW. The Leopard version is running sweet!

Thanks again Hugo and please pass on our thanks and regards to your staff also.

Kind regards,

Diederik van Heyningen
Lightworkx Photography